CLAIMS:

1.   A method of applying/detecting a digital fingerprint to/in an image comprises: dividing the image into regions, the location and/or size of the regions being based on a content of the image; and

applying/detecting the digital fingerprint.

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2.   A method of dividing an image into regions for the application of a digital fingerprint comprises selecting the location and/or size of the regions according to a content of the image.

10   3.   A method of as claimed in claim 1 or claim 2, in which the image is divided based on the location of a centroid of the image.

4.   A method as claimed in claim 3, in which a grid for dividing the image is centred substantially at a location of the centroid of the image.

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5.   A method as claimed in claim 4, in which horizontal and vertical sizes of divisions of the grid are independent of one another.

6.   A method as claimed in claim 5, in which the size of horizontal and/or vertical
20   divisions is based on a content of portions of the image.

7.   A method as claimed in claim 6, in which the size of horizontal and/or vertical divisions is based on centroids of portions of the image.

25   8.   A method of embedding/detecting a digital watermark into/in an image comprises selecting a size and/or location for a watermark pattern based on a content of the image, and embedding/detecting the watermark.

9. A method as claimed in claim 8, in which a location of the watermark is chosen according to a location of a centroid of the image.

10. A method as claimed in claim 9, in which the watermark is present as a grid
5 element.

11. A method as claimed in claim 10, in which, a size of the watermark or a size of grid for the watermark is chosen according to a content of portions of the image.

10 12. A method as claimed in claim 11, in which a size of the watermark or a size of grid for the watermark is chosen according to centroids of portions of the image.

13. A computing device programmed to operate the method of any one of claims 1 to 12.

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14. A computer program product operable to perform the method of any one of claims 1 to 12.